



Why?

- It is essential to writing a tight book and then selling it.
- Aim to excite the reader.
- Tell what your book offers.
- Leave the listener wanting more.



The Pitch

Imagine yourself riding in the elevator. The door opens and in steps the one agent, editor, or publisher you think would be perfect for you and your book. You open your mouth, introduce yourself, and begin to speak.



The Pitch

What do you say?
 Can you describe what your book is about in 25 words or less?
 Can you summarize the plot or the main idea in 30 seconds, or before the elevator doors open again? Do you offer your pitch in an interesting, dynamic way that makes the person say, "Tell me more"?



The Pitch

Have a quick, condensed tagline of your book memorized.

Oftentimes, an agent or editor will ask, "What's your book about?" It takes some serious work to get the bare bones down in 25 words or less, but once you do it you'll be very happy you did so.

Terry Brooks



The Perfect Pitch


- Summarizes the entire story
- Introduces an interesting character
- Defines what the character has at stake
- Provides an interesting situation



What if?

What if four little guys go on a dangerous quest to destroy a stolen ring?


Lord of the Rings
15 Words



What if?

What if a matchmaking young woman focuses on her friends but misses her own perfect match who has been there all along?


Emma
22 Words



What If

What if a young girl lands in a surreal world, kills the first person she meets, and then unites with three others to kill again?


The Wizard of Oz
25 words but it's misleading



Let's try Again

A farm girl is dropped into a surreal world, incurring the wrath of an evil witch. A scarecrow, woodsman and lion help her get home.


The Wizard of Oz
25 words



What if?


What if a CIA analyst helps a Soviet naval officer commanding a guided missile sub defect, with his submarine?

Hunt for Red October
19 Words



Declarative Statement


You may use a clear statement of the plot instead of a question as long as it grabs the reader's attention and prompts the response: "Tell me more."



When

When her sister is kidnapped by thugs, a romance writer soon finds her own adventure. But will the handsome fortune hunter she meets, help her?

Romancing the Stone
25 Words




When

When Agapè Jones, retired detective, finds the body of a famous surfer floating off Maui, he becomes involved in more than just a murder.

Murder in Paradise

24 Words




Summary

Unless you can reduce your book to 25 words or less, unless you can impress an agent or editors in less than 20 seconds with your pitch, the chances of finding a publisher for your book are low.

Sam Horn

Author of *Tongue Fu*, *Pop*, *Take the Bully by the Horns*, *Con Zen Trade* and featured speaker at Maui Writers conference



Now it's your turn

